



The following editorial is a reprint from the April, 1973 issue of Imperial Irrigation District's *District News* as an "Editor at Large" feature. The very nature of this article parallels our Company's concern for providing electricity for the future.

There'll come a day when the people of this favored land will curse the Sierra Club and the Friends of the Earth and all those other ecology extremists.

It will be the day when you flip the switch and there is no light. A day when you adjust the thermostat but there is no heat or air conditioning. A day when you go to the plant or the office but there is no work because there is no power to turn the wheels or run the lathe.

This country is, indeed, facing a power shortage. It is not too far away: 10-15 years, as things go now.

Even if we started today to construct the needed facilities, it would be nip and tuck with disaster. It takes time to build a power plant; time to explore and drill for oil; time to develop new sources of energy and power.

Yet in the face of this threat, the posey-pluckers persist in battling every proposal for power plants, every effort to build an oil line from Alaska, every attempt to explore and drill for oil offshore.

They talk, these environmentalists, of exotic sources of energy. They talk through their beanies. Geothermal power fully developed would provide, at most, ten percent of our needs. Solar energy, in the present state of the art, would require a battery the size of Arizona to supply power to the City of Los Angeles.

The back-to-nature folks talk about charging more for light and gas, this to cut demand. You know who would get it in the neck on that one: the working guy . . . through higher utility bills, higher prices for food and clothes, and higher taxes (schools and hospitals and public buildings use power, too).

If some folks want to go live in a cave and light their way by candle and tote their stuff by oxen, that's their bag. But they have no right to flip the switch on the rest of us.

To coin a phrase: power to the people . . . and soon.

# Power To The People





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Number 6

August, 1973

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Quality, p. 2

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 **Houston**

### **The Cover:**

*As the end of summer draws near, people continue to travel to our Gulf Coast beaches, taking advantage of the warm weather and cool water. And two of these surf and sun lovers are our own Beaumont office employees, Ursula Segree (left in center photo) and Mary Lou Alberto.*



# Westerman Explains Role Of Quality Assurance

(EDITOR'S NOTE: Tom Westerman, director of Quality Assurance for the Company, is a graduate of the U.S. Navy's nuclear engineering school. Following prototype training on reactors in the Idaho desert, he spent several years aboard the U.S.S. Enterprise, the first nuclear-powered aircraft carrier. Westerman was responsible for maintenance and operation of the eight nuclear reactors on the Enterprise. Westerman joined General Dynamics as a nuclear engineer following his naval service, and was a principal reactor inspector for the Atomic Energy Commission at the time he was employed by our Company last year.)

Quality Assurance, as defined by the Atomic Energy Commission, is managerial and administrative controls used to assure adequate design, construction and safe operation of a nuclear power plant.

On the surface, this sounds simple. But it doesn't take a long investigation to determine that quality assurance is far more complicated than it sounds. Basically, the AEC has established 18 steps or "procedures" that must be carried out before, during and after the construction of any nuclear-fueled power plant in this nation. Tom Westerman, director of quality assurance for the Company, talks about these steps in the following Plain Talks interview.

**Q. What is quality assurance?**

**A.** Quality assurance comprises actions related to the physical characteristics of a material, structure, component, or system which provide a means to control the quality of the material, structure, component or system to predetermined requirements.

**Q. You mean the material, structure, components and/or systems that will go into the construction of our two nuclear plants, River Bend Station and Blue Hills Station, must be watched to assure that what goes into these plants is the very best and meets every criteria?**

**A.** That's correct.

**Q. Are these "predetermined requirements" established by the Atomic Energy Commission, or by us?**

**A.** The AEC spells out the criteria for the construction of a nuclear power plant and the role of quality assurance. In some cases we might well require more than is actually required by the AEC, but we can't require any less.

**Q. How do you go about insuring that quality assurance is being maintained during the construction of a nuclear plant? You can't be everywhere at once.**

**A.** The law allows us to delegate portions thereof to our major contractors such as our architect engineer and our nuclear steam supplier to fulfill our quality assurance requirements. For instance, at River Bend, Stone & Webster will assure the quality of the design and construction of the plant, while General Electric will oversee the steam supply system that goes into River Bend. Bechtel and/or other constructors will do the same for Blue Hills, while Combustion Engineering will oversee its reactor system. But the utility, GSU, is required by federal law to maintain the ultimate responsibility.



Tom Westerman, director of Quality Assurance for the Company, is well-qualified for his job, having spent several years aboard the U.S.S. Enterprise, the first nuclear-powered aircraft carrier.



**Q. What specifically does quality assurance entail?**

**A.** There are some 18 points involved in this. 1. Organization and execution of the overall program; 2. A step by step outline which involves a number of different points such as inspections, training, test equipment, suitable environment, regular review and many others; 3. Design Control; 4. Procurement Document Control; 5. Instructions, Procedures, and Drawings; 6. Document Control; 7. Control of Purchased Material, Equipment, and Services; 8. Identification and Control of Materials, Parts, and Components; 9. Control of Special Processes; 10. Inspections; 11. Test Control; 12. Control of Measuring and Test Equipment; 13. Handling, Storage and Shipping; 14. Inspection, Test, and Operating Status; 15. Non-conforming Materials, Parts, or Components; 16. Corrective Action; 17. Quality Assurance Records; 18. Audits

**Q. What does all this mean?**

**A.** It would take hours to explain in detail what these steps mean. Simply, it means that the Company must know everything that concerns the plant. We must control all the millions of steps that go into making a nuclear plant. We must know that planning has covered all aspects, that all materials are of the highest quality, that the labor used to put it all together was knowledgeable, that not one single bolt or nut is left out, that every part of the plant has been tested time and again, and so on down the line. Even when the plant is operational, quality assurance goes on throughout the life of the plant.



These are just three of many documents and reports that must be submitted to various regulatory agencies in regard to nuclear power plant quality assurance.

**Q. That sounds very complicated and tedious. Doesn't this require a number of people to see that all this gets accomplished?**

**A.** Right now, Gulf States' quality assurance is composed of two people, myself and Ken Sandberg, an engineer. As time goes on we will expand in numbers. I anticipate a probable staff of about 17 persons eventually. Some of these will actually be living near the sites of our nuclear plants and spending their entire days watching as the construction progresses. Many others within the Company will, of course, pay close attention to all these details as well. In addition, the AEC conducts periodic audits. This is one of those 18 steps I mentioned. They (the AEC) and the utility make audits to assure that all the various aspects of the quality assurance program are being carried out. If we find a deficiency, then corrective action must be taken, followed up and closed out.

**Q. The Atomic Energy Commission must put very great emphasis on quality assurance.**

**A.** They do, and that's to everyone's advantage. It's the job of quality assurance to do the very best we can to make sure that everything that goes into a nuclear power plant is as perfect as humanly possible. We want, to the best of our ability, to build River Bend Station and Blue Hills Station to function the way they're designed to function. That's what quality assurance is all about.



"It's the job of quality assurance to do the very best we can to make sure that everything that goes into a nuclear power plant is as perfect as humanly possible."



# GSU NEWS

Baton Rouge Division

## Company Hosts Seminar Co-Sponsored By AIF

by Frank Jones  
Contributing Editor

The Company and especially the Baton Rouge Division recently hosted a press seminar for members of the media in our service area.

The meeting was co-sponsored by the Atomic Industrial Forum, New York, who made all the arrangements and brought in the panel of nuclear power experts to make presentations to the press.

Among the panel were such noted authorities as Dr. Thomas Philbin, vice president of Environmental Analysts, Inc.; Dr. Knox Broom, business development executive in power sales for Brown & Root, Inc., Houston, Tex.; and Dr. Roger Linnemann, M.D., president of Radiation Management Corp. and assistant professor of radiology at the University of Pennsylvania.

The purpose of the all-day seminar was to educate the press on the acceptability of nuclear power plants to help them convey these facts to the general public via their particular medium. Response in the media was very gratifying and the long-range effects of the seminar were also pleasing in that several media in Baton Rouge have offered more in-depth coverage of nuclear power and the Company's entry into the nuclear field.

WJBO radio offered the Company three one-hour programs to present the nuclear story and WIBR radio has agreed to give as many of their one-hour talk programs as we feel necessary to use. Several area weekly newspapers are in the process of preparing feature articles in continuing series to tell their readers the factual story of nuclear power.



Dr. Roger Linneman was one of the authorities interviewed during the Atomic Industrial Forum press seminar, held recently in Baton Rouge.



Dr. Knox Broom was interviewed by Maurice Cockerham, WBRZ-Channel 2 in Baton Rouge.

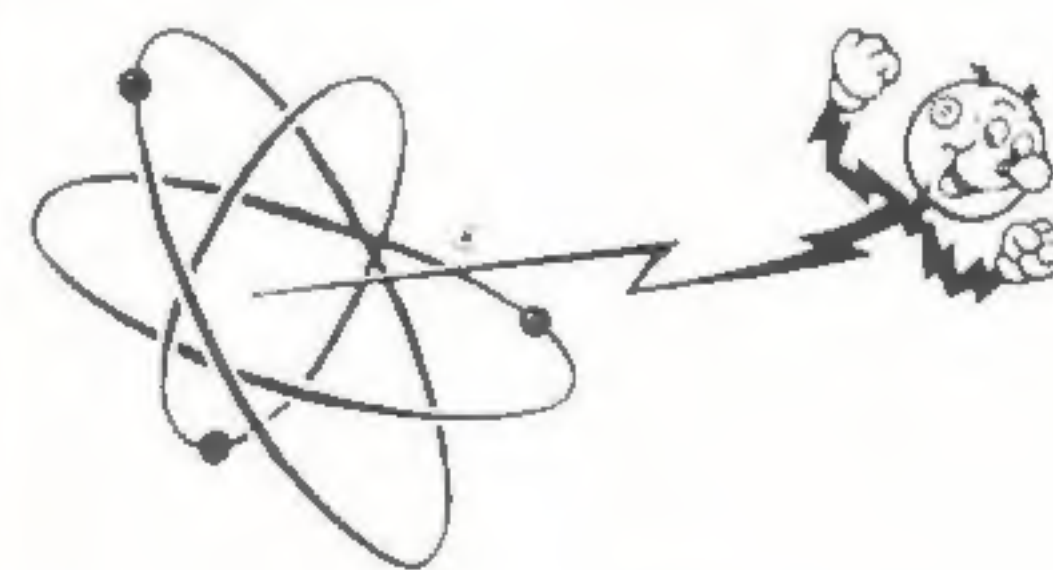
## THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during June, 1973 covering employee deductions and Company contributions through May, 1973 were as follows:

4,020 shares of common stock at a total cost of \$84,684.88, for an average cost per share of \$21.066.

95 shares of \$4.40 Preferred stock at a total cost of \$5,861.31, for an average cost per share of \$61.698.

The Trustee deposited \$47,539.06 with the Savings Department of the First Security National Bank.



### DID YOU KNOW?

.... that due to the absence of the need for bulk fuel storage and handling facilities and high boiler stacks, nuclear plants are streamlined in appearance in comparison with ordinary thermal power plants. Ordinary power plants look like heavy industry, although they are physically about the same size. Nuclear plants have more the appearance of light industry.





E. L. "Robby" Robinson, retired vice president and general sales manager of the Company, served as chairman of a committee of Texas A&M alumnus, class of 1921, who raised \$25,000 to endow a 4-year scholarship at A&M. This perpetual fund, called the President's Endowed Scholarship, will be used to "give prestige and reward to

genuinely superior students, and to attract them to Texas A&M." After a student is selected, he or she will receive \$1,000 per year until graduation. Mr. Robinson is shown accepting a plaque from A&M President Jack Williams. Standing left to right are committee members Dan Clinton, Sr.; Fred Brison; Bryan Gouger and Roger L.

Walker, director of development at A&M. Seated is Mrs. Williams. Absent was John Gieseke, brother of retired Vice President William Gieseke. The plaque was presented at the Sul Ross banquet last May. The Sul Ross group includes all Aggies who are 50 years past graduation.

The Name Of The Game Is . . .

# Adequate Income After Retirement

Americans are rightfully concerned about private pensions because more of them are living to enjoy the fruits of retirement. The real name of the game is adequate income in retirement.

It is estimated that in 1973, six million retired employees will receive some \$10 billion from private pension plans. Some 35 million employees are covered by private plans, backed up by over \$160 billion in assets held in trust.

The Chamber of Commerce of the United States believes Congress should

pass two new private pension laws. The Internal Revenue Code should be amended to provide reasonable minimum federal vesting standards, and encourage individuals to save for retirement through tax incentives. Vesting is the right given a plan participant who meets specified age and/or length of service conditions to receive, when he reaches normal retirement age, a proportionate pension.

A second law, the National Chamber believes, should strengthen the Disclosure Act to insure the highest

standards of honesty in handling pensions.

More important, we have to control inflation and taxes and public employee pensions and be careful not to overexpand Social Security.

If the nation gets this kind of constructive action, private pensions will grow, not shrink. There will probably be a good private pension in your future. And you'll be able to look forward to retirement with more confidence.



## Eubanks Wins Tourney

The Company-wide second annual Tournament of Champions golf tournament was held in the Baton Rouge Division on July 4th at Howell Park. All Company employees were invited to attend, and some 40 people played in the annual event.

There were four flights playing with two foursomes each, including a championship flight. Fred Eubanks of Baton Rouge won the tournament and the Championship Flight with a blistering 79, beating Ronnie Hunt out of first place by one stroke.

James Hudson from Beaumont shot an 81 which gave him first place in the First Flight and Lynn Klement, also of Beaumont, won the Second Flight with a 91. Debbie Harris, stenographer at Government Street in Baton Rouge, won the Third Flight with an 89. Calvin Comeaux, also of Baton Rouge, won the Fourth Flight on the toss of a coin, as there was a tie to be broken. He shot a score of 100.

If you were unable to play in this year's annual Tournament of Champions, try to make it next year for a great day of fun in the sun for all.



Fred Eubanks' (Choctaw general line foreman) score of 79 took top honors in the Championship Flight.



Baton Rouge's Van Hereford displays fine style in his 6-iron approach shot to the 16th green.



System Public Relations Representative Pat McMeel managed a smile while waiting for his tee-off on the first hole.

## A Matter Of Logic

One of the favorite questions of those who oppose nuclear power plants is "Why, if the nuclear power industry is so certain of the safety of nuclear plants, is there a need for government indemnity in addition to private insurance against public liability as provided by the Price-Anderson Act?"

There is a logical answer to this valid question. The insurance industry traditionally bases its public liability coverage on a balance between actual experience and public acceptance. In 1957, when the Price-Anderson Act was passed, there were no nuclear power plants in commercial operation. The government had opened development of atomic energy to private industry. The electric industry was asked to invest millions of dollars with no certainty of eventual fair return to their shareholders. Since the national interest would have been impaired by the absence of sufficient insurance, the government provided additional coverage under Price-Anderson.

This is not a government subsidy. Utilities like our Company pay annual premiums to the Atomic Energy Commission based on the unit's generating capacity. We expect to pay the AEC \$81,000 for additional indemnity on its first 900,000 kilowatt unit at River Bend Station.

Because of the nuclear industry's outstanding safety record (to date, no injuries to the public), private insurance coverage is expanding, thereby reducing government indemnification. When sufficient good actuarial experience is acquired, Price-Anderson will probably be repealed and nuclear development will proceed normally.

Since the public is already adequately insured by the combination of private insurance and Price-Anderson, there is no need for a homeowner to pay additional fees for coverage. The "nuclear exclusion" clause in homeowner policies is there primarily because of nuclear atmospheric and underground testing (ours and foreign countries) and the possibility of nuclear accidents involving aircraft.



# Employee's Enthusiasm Brings Letter of Praise



NATHANIEL STEPHENS

This is a letter sent to Beaumont Division Manager Ward McCurtain from Jack E. Darling, vice president at First Security National Bank. The letter commends Nathaniel Stephens (Beaumont Service Center appliance repairman), who answered a service call placed by Mr. Darling.

The letter is self-explanatory, and Plain Talks feels that it emphasizes an important aspect of our Company: that our personnel realize the importance and courtesy of giving their best at all times.

Plain Talks congratulates Nathaniel Stephens for a job well done!

Mr. Ward McCurtain  
Gulf States Utilities Company  
P. O. Box 2951  
Beaumont, Texas 77704

Dear Ward,

About a month ago, while on vacation, I attempted to replace the light bulb in the control panel of our countertop range. I did so without tripping the breaker and—you guessed it—I shorted out the whole thing. When I got the whole thing back together again, the range wouldn't work. Though I checked the breaker box, I couldn't determine that any had been tripped, so I called Gulf States requesting that a serviceman be sent to the house.

It was just a short time later that Nathaniel Stephens answered my call.

His was a productive, informative and enjoyable visit, and I wanted to tell you about it.

First, I learned a lesson in safety. Nathaniel very politely pointed out to me that I could have been knocked right out of my shoes and into the next world because I hadn't tripped the breaker on the range before working on it. Believe me, I'll never touch anything electrical in the house again without first tripping the breaker. Next, Nathaniel suggested that it would be wise to label the breakers so that I'd know what circuits they control. I'd been intending to do that for the five years I'd lived in the house—it's done now. Mr. Stephens checked out the range for me and found that the control panel was faulty and suggested that it be replaced. Since I was on vacation, I watched him at work. Nathaniel reminded me of a surgeon giving a group of medical students, observing from an amphitheater above, a blow-by-blow description of a surgical procedure. Had my non-technical mind been able to comprehend all he told me, I would have gotten an excellent education in what the black, red and white wires do and how the buttons on the range affect their actions. However, even though I may have absorbed very little, I do understand much more about it than I did before.

In summary, Nathaniel's interest in doing his job well and his interest in having me understand why it was in my best interest to replace the entire panel — together with his tips on safety — were sincerely appreciated. He is to be commended on a job well done.

Sincerely,  
Jack E. Darling  
Vice President



# What 100 New Workers Means To A Community

## Dowies Elected Chairman of UF Drive

While the community growth versus non-growth argument is indeed a valid subject for debate in this country today, the fact remains that there are still areas of the country that are seeking new industry and profiting by it.

The Chamber of Commerce of the United States, in a newly revised study, **What 100 New Workers Mean to a Community**, explains what happens when new industrial jobs are created in a community.

The report studies economic and other changes occurring in 10 counties which became industrialized between 1960 and 1970, as contrasted with 10 counties which did not industrialize.

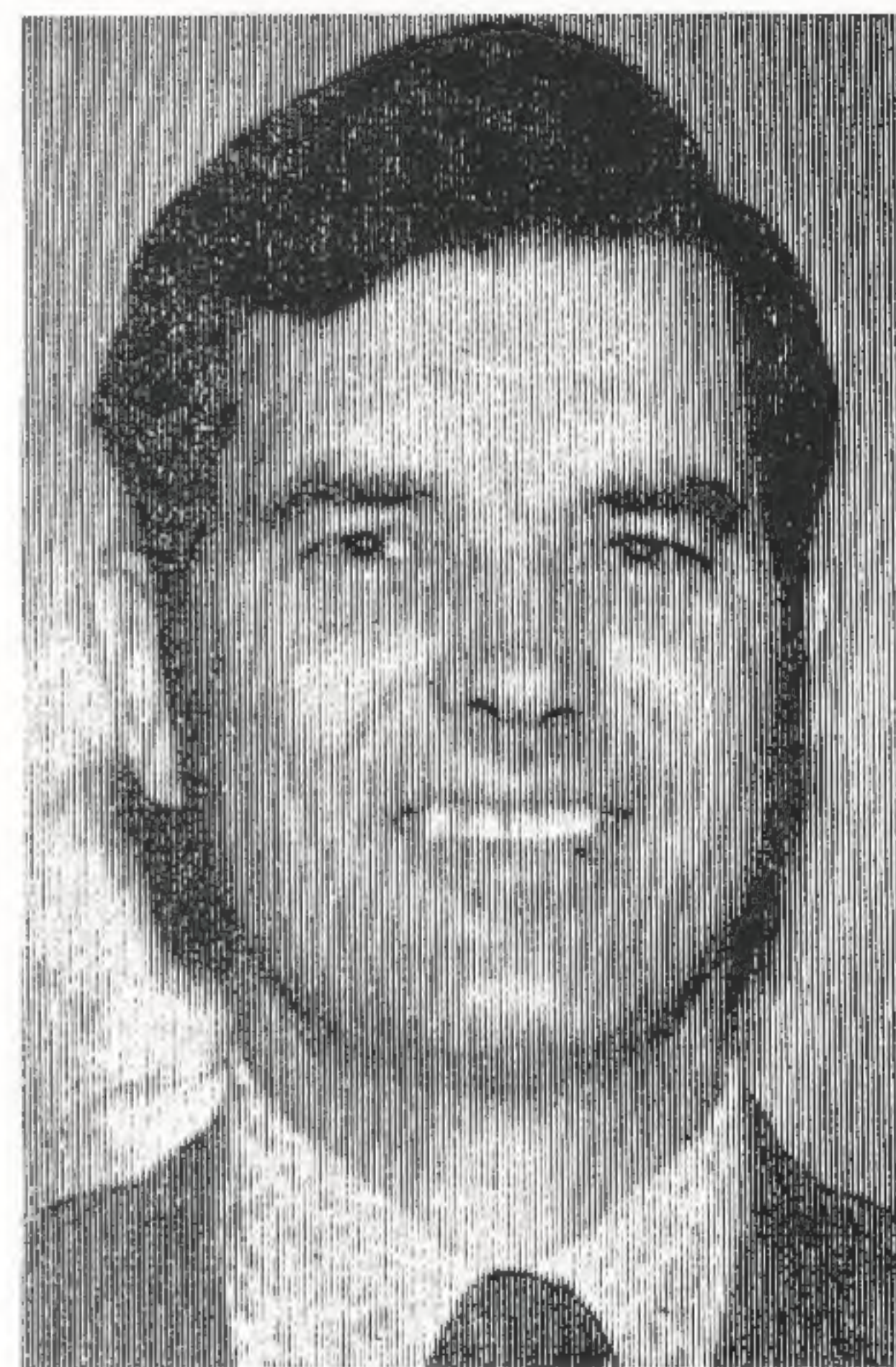
Here's what 100 new factory workers mean to a town: 351 more people; 79 more school children; \$1,036,000 more personal income per year; 97 more families; \$490,000 more bank deposits; one more retail establishment; 68 more persons employed in nonmanufacturing; and \$565,000 more

retail sales per year.

The study also looked into the nation's metropolitan areas. Here's what 100 new workers (manufacturing and nonmanufacturing) mean to them: 245 more people; 80 more school children; \$872,000 more personal income per year; \$481,000 more bank deposits; \$395,000 more retail sales per year; two more retail establishments; and 69 more families.

Of course, individual communities will have to decide for themselves whether to attract new business to their areas, the National Chamber says, but adds: "Economic growth will still be needed in the future, if only to provide the means of improving the quality of life; and growth can occur as a result of technological progress and more efficient use of resources even if population growth tapers off".

"The real issue is not growth or no growth, but rather the nature of economic growth, especially its qualitative aspects."



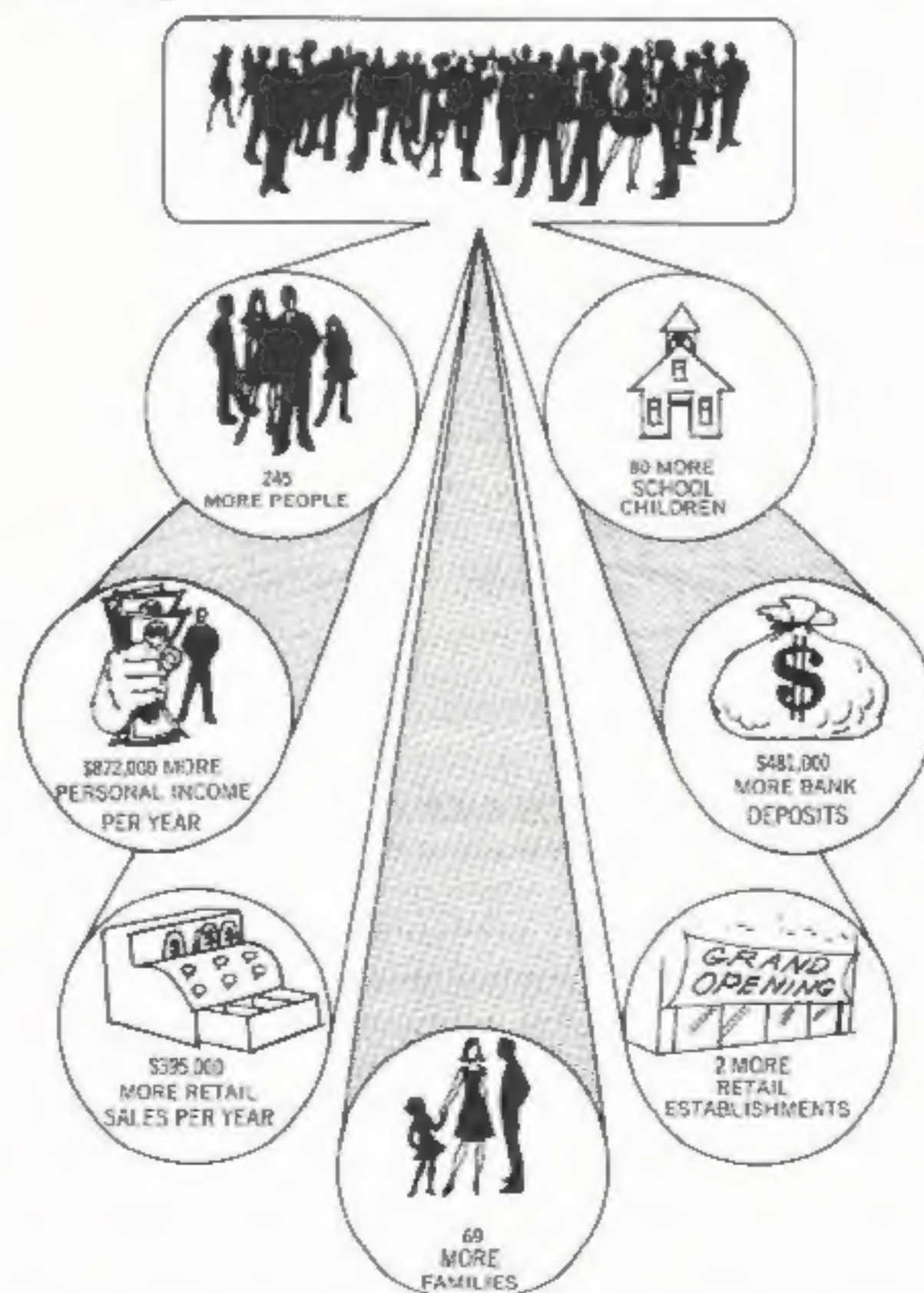
Jim Dowies, Orange District accounting supervisor, has been elected chairman of the 1973 Orange County United Fund Drive.

Jim is past president of the United Fund board, has served on the budget and admissions committee and has worked on the drive every year he has been in Orange. He has held many positions in connection with the drive.

With the Company since 1954, Jim has been located in the Orange District since 1962. Past positions held in the area include president of the Retail Merchant's Association, board member of the Greater Orange Area Chamber of Commerce, treasurer of the Greater Orange YMCA, and he is presently a member of the Orange Ambassadors.



**What 100 New Factory Workers Mean To A Town.**



**What 100 New Workers (manufacturing and nonmanufacturing) Mean To A Metropolitan Area.**



## Sideliners Hold Crawfish Party

A crawfish party was recently held at the Roy S. Nelson Station by the Sideliners (retired employees Club) of the Company.

There was a 100% turnout of those that made reservations. The party was a success and everyone enjoyed the crawfish, as well as the opportunity to visit with old friends.

The club is pleased to add two new members to the roll: W. A. (Buck) White and Houston (Blackie) Borque. The Sideliners welcome them to the

club.

Those attending were: Mr. and Mrs. W. A. White, Mr. and Mrs. D. I. Norwood, Mr. and Mrs. A. H. Demers, Mr. and Mrs. H. C. LeVois, Mr. and Mrs. George Gilmore, Mr. and Mrs. Walter House, Mr. and Mrs. Houston Borque, Mr. and Mrs. J. F. Simonson, Mr. and Mrs. Bill Thomson, Mr. and Mrs. Lee Henry, Mr. and Mrs. Phil Allen, Mr. and Mrs. Cedric Watler (guests), Miss Fay Denney, Mr. Jack Killough and Mr. Robert Guidry.

## Gonzales Holds Bridal Boutique

by Frank Jones  
Contributing Editor

The Baton Rouge Division Home Service Department recently held a Bridal Boutique showing for brides-to-be in the Gonzales auditorium for a crowd of about 80 persons, including brides-to-be and their guests.

Participating in the show were Home Service Advisors Ann Allison, responsible for obtaining merchant support and handling all details including a portion of the actual program and Janice Wynn, who presented the old and new of electrical kitchenry. Tommy Allen, residential sales representative, acted as Master of Ceremonies.

Ten Gonzales merchants contributed prizes, gift certificates and display booths to help the new bride on her way to planning and organizing her wedding.

An exciting style show was presented by Jean L's, Gonzales ladies' dress shop, which included bridal gowns, attendant gowns, mother of the bride dresses, evening wear, sports wear and casual clothes. The style show was accompanied by a pianist and singer to lend authenticity to the fashion display.



The Gonzales Bridal Boutique included a style show of the latest in wedding gowns.



This picture of the Appliance Repair Department at the Beaumont Service Center denotes quite an accomplishment: from 1951 to 1971, this department did not have a lost-time accident. This is an achievement of which everyone is justly proud. Members of the Appliance Repair Department are (l. to r.) J. W. McMinn, Jr. (foreman), Lynn Bouillion, Tom Adams, Jerry Terry (holding award), Louis Sandidge, Bill Hart, C. F. Bussum, Jeff Felder III, Harrison Simms, Nathaniel Stephens. Not pictured is Jeffie Simms.



# People On The Move

couple has three children, Kay, Kyle and Kraigg. The Bushs attend the First Baptist Church of Nederland.



**Zachary B. Brown**

**Zachary B. Brown**, former head fireman at Beaumont's Neches Station, has been promoted to control operations foreman.

Brown, a 26-year veteran of the Company, was employed in 1947 as an operator's helper at Neches Station. He progressed through various classifications and was promoted to head fireman in 1969.

Born in Bronson, Tex., Brown is a graduate of French High School and is a veteran of the Army. He is married to the former Shirley Falcon of Beaumont, and the couple has two children, Lynne, an airline stewardess for American Airlines, and Kirk, a junior at Lamar University.



**Edwin L. Bush**

**Edwin L. Bush**, former lineman in the Transmission and Distribution Department in Port Arthur, has been promoted to utility foreman, according to F. W. Jones, operating superintendent.

Bush, a native of Beaumont, is a 14-year veteran of the Company employed in 1959. He has progressed through various positions within the Line Department and named lineman first class in 1972.

A graduate of South Park High School, Bush served four years in the Air Force. He is married to the former Bobbye Hille of Beaumont, and the



**Thomas Crowe**

**Thomas Crowe**, former electrical design engineer, has been named project engineer in the Company's Power Plant Construction Department.

Crowe, a native of Shreveport, La., is a nine-year veteran of the Company, employed in 1964 as an engineer. In 1970 he was named electrical design engineer in power plant construction.

A graduate of Louisiana Tech in 1963 with a bachelor's degree in electrical engineering, Crowe obtained his master's in electrical engineering from Georgia Tech in 1964. He is married to the former Virginia Bray of Shreveport, and the couple has five children, William, John, Kevin, Maria and Michele.

Active in outside affairs, Crowe serves as lector for the Infant Jesus Catholic Church of Lumberton, and is a Cub Scout Pack Master.



**Thomas M. Engels**



**Henry O. Jenkins**

**Thomas M. Engels** has been named operations foreman at Willow Glen Station; **Henry O. Jenkins** has been promoted to shift supervisor at Louisiana Station, and **Samuel Smith** has been elevated to foreman in the Gas Department.

Engels, formerly head fireman at Louisiana Station located in North Baton Rouge, has been transferred to the Company's Willow Glen Station. He is a 22-year veteran of the Company, having been employed in 1951 as operator's helper. He has worked in various positions at the generating plant and was named head fireman in April of this year.

Engels is a native of Baker, an Air Force veteran, and is married to the former Shirley McClure of Baker. The couple has four children.

Jenkins, a 27-year veteran, began his career in 1946 following his discharge from the Army Air Corps after World War II. He has spent his entire time at Louisiana Station and has worked in a variety of positions.

A West Virginia native, Jenkins is married to the former Mary Imogene Broussard of Baton Rouge. The couple has one son. Jenkins is active in community affairs, and is a member of the American Legion, Veterans of Foreign Wars and is the post commander, Capital City Chapter 5 of the Disabled American Veterans.

Smith, a native of Baton Rouge, is a 22-year veteran of the Company. He is a Navy veteran and married to the former Evelyn Hills of Zachary. The couple has three children.

Smith is an active worker of the Olive Baptist Church, where he has served as a deacon for the past 13 years. He is a avid follower of Capital High sports where his son, Samuel Smith, Jr., is a quarterback for the football team and was named the outstanding player of the 1973 baseball team.



**Samuel Smith**



# SERVICE AWARDS

## 10 YEAR AWARD



**Allen E. Anderson**  
Sales  
Lake Charles



**Ethel E. Glenn**  
System Treasury  
Beaumont

## 20 YEAR AWARD



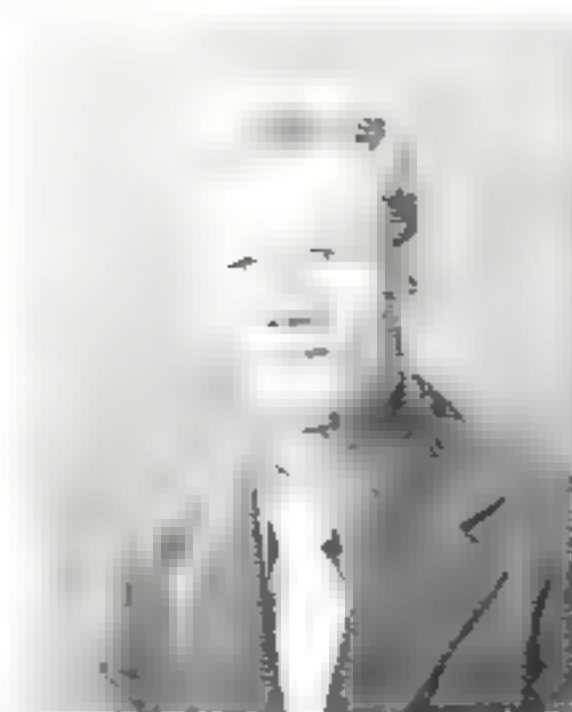
**Norman F. Black, Jr.**  
Power Plant Construction  
Beaumont



**William H. Foster**  
Distribution  
Port Arthur



**Jimmie L. Grimes**  
System Engineering  
Beaumont



**John H. Harrell**  
Distribution  
Orange



**Edwin Judice**  
Distribution  
Lafayette

## 30 YEAR AWARD



**Willie Hart**  
Production  
Baton Rouge



**J. D. Herson**  
Production  
Baton Rouge



**Alva C. Smythe, Jr.**  
Distribution  
Beaumont



**Clifton J. Soileau**  
Distribution  
Baton Rouge



# Deaths



**Jack M. Duperier**

**Jack M. Duperier**, material scheduler in Beaumont System Engineering Planning-Scheduling, died June 27 at his home in Vidor, Texas.

A 20-year Company employee, Mr. Duperier was employed in 1953. He had worked in System Engineering in Beaumont throughout his years of service.

A native of Beaumont, Mr. Duperier graduated from Beaumont High. He was a Navy veteran, having served from 1946 to 1948.

He is survived by his wife Claire Ryan Duperier and a daughter, Lynne of Vidor; a sister, Mrs. Harvey Walton of Houston; and two brothers, R. E. Duperier of Houston and Billy C. Duperier of Beaumont.



**George J. Gilmore**

**George J. Gilmore**, retired Sulphur district superintendent, died June 30. He retired from the Company in February, 1970.

Mr. Gilmore's career with the Company spanned 40 years. He was employed in Conroe in 1929, working in several East Texas offices before his 1945 promotion to Sulphur, La. district superintendent.

Active in civic work, Mr. Gilmore was past president and director of the West Calcasieu Association of Commerce. He had been active in the Rotary Club, United Appeals, Boy Scouts and Camp Fire Girls. He was also on the board of directors of the Henning Memorial Methodist Church of Sulphur.

A native of Conroe, Tex., Mr. Gilmore graduated from Conroe High School and attended both Sam Houston State University in Huntsville and Texas A & I College at Kingsville.



**Alton B. Mitchell, Sr.**

**Alton B. Mitchell, Sr.**, retired Lafayette storekeeper, died June 20. He had retired from the Company in October, 1969.

Mr. Mitchell joined the Company as a delivery man in 1923, and was promoted to storekeeper in 1943, the position held at retirement.

A native of Camden, Tex., Mr. Mitchell attended school in Hearne, Texas. He was a member of the Masonic Lodge and Church of Christ in Lafayette.



**Ivy Dupin**

**Ivy Dupin**, retired Lake Charles substation mechanic, died June 16. He had retired from the Company in November, 1963.

Mr. Dupin started with the Company as a chairman and helper in the Lake Charles T & D Department in June, 1929. He advanced through lineman classifications to become lineman-1st class in 1941. In 1948 he moved to the Service Department as a serviceman-1st class, and then transferred to substation mechanic in June, 1960. All of his time was spent in Lake Charles.

A native of Rayne, Louisiana, Mr. Dupin attended the Rayne schools. He previously worked for a railroad line and the Louisiana Highway Commission.



**Adonis Boutte**

**Adonis Boutte**, retired Port Arthur Buildings and Grounds Department supervisor, died June 30. He retired from the Company in December, 1961 after 43 years of service.

Mr. Boutte was employed as a repairman at the old Lakeside Station in Port Arthur in November, 1918. In August, 1933 he became maintenance engineer at the plant, and was named maintenance foreman in January, 1943. He was later transferred to the Buildings and Grounds Department, working there as supervisor until his retirement in 1961.

He was a native of Lareauville, Louisiana.





# Letter Time!

## Port Arthur

April 26, 1973

Mr. Ed Loggins  
Sabine Station  
Dear Mr. Loggins,

I want to again thank you and your staff for your help in making our ISA Section's tour of your plant such an informative and enjoyable meeting. It is seldom that our hosts or speakers go to as much trouble as your group did to make a meeting worthwhile. A lot of planning and work goes into such a tour and we appreciate its being conducted during inclement weather.

The Sabine Neches ISA Section continues to grow and such meetings have been instrumental in that growth. We hope that Gulf States personnel will continue to play a key role in our organization's growth.

Yours very truly,  
W. Earl Phillips  
Program Chairman  
Sabine Neches ISA

May 31, 1973  
Gulf States Utilities Company  
Port Arthur, Texas

Re: John Vice, Repairs

Gentlemen:

Recently on a hot night, my central air-conditioning developed trouble. It was after ten o'clock when I discovered it. I called 983-2091, and shortly a repairman, a Mr. John Vice, answered the call.

He went over everything thoroughly and told me it was a mechanical difficulty beyond his ability to repair, but gave me the names of several repairmen to call.

Though it was nearly midnight before a repairman reached me, Mr. Vice returned and worked with him for well over an hour, returning again later to be sure that everything was going all right.

Fortunately, the repairman was able to locate the broken part and had it here and installed within a few days. But he and Mr. Vice stayed with it that night until they had the condition patched up enough to run until the part could be installed.

I have thanked Mr. Vice personally but I should like to extend my thanks to him again through you, and to the Gulf States Utilities itself whose training and policy make available to us such men.

Gratefully yours,  
Mrs. C. M. S. O'Niell  
2341 Fourth Street  
Port Arthur, Texas 77640

## Baton Rouge

May 16, 1973

Attn: Mr. Yarbrough,  
Sales (Residential)  
Dear Sir:

I take this means of expressing my appreciation to you and, through you, to whomever else is responsible for the modernization of distribution facilities (electrical) in the 400 and 500 blocks of Stanford Avenue. This prompt action reinforces the present advertising campaign which asserts that GSU is sensitive to customers' needs. As a stockholder, as well as customer, I am pleased.

The six families affected by the changes should get much more enjoyment out of electrical service this summer.

Cordially yours,  
George C. Kent, Ph.D.

## Western

May 11, 1973

Dear Mr. Hammack,

The Trinity Chapter of the Future Homemakers of America want to thank you and your staff for giving us so much of your time and knowledge when we visited the Lewis Creek Power station, on May 9, 1973. We were quite surprised at the size and scope of this generating plant.

The tour was very interesting and certainly something we had not seen before. It will make us appreciate the many benefits we get from Gulf States Utilities Company.

Thanks again for rolling out the red carpet and treating us so royally. We felt very special.

Sincerely,  
Miss Dru Dravis, President  
Trinity F. H. A.

## Baton Rouge

May 15, 1973

Mr. Virgil M. Shaw  
Dear Mr. Shaw:

Matchless thanks for your allowing LASC to exhibit the nuclear exhibit. I'm delighted to have it, and your spirit of generosity is truly appreciated.

With Frank Jones' help, we'll try to get a little better coverage in the news and on TV and radio.

Warm regards,

Cordially,  
Mrs. Allan R. Brent  
Director

## Beaumont

May 11, 1973

Mr. J. P. McMeel,  
Public Relations Representative  
Dear Mr. McMeel,

I would like to take this opportunity to express to you and Mr. Henrikson our appreciation for the time and information given to our students of Lincoln Jr. High, about the workers and their jobs at the Neches Station. The information has been very beneficial to the students.

The tour through Gulf States' Neches Station was very educational in that it made our students aware of the actual work being done within your plant.

Thanks again for showing us about the World of Work at Gulf States.

Sincerely yours,  
Career Awareness Consultant  
Doris Tatum



# Retirements



**Howard J. Sutton**

**Howard J. Sutton**, a 34-year veteran of the Company, has retired from his position as consulting engineer in Beaumont. He and his wife, Dorothy, now reside in Rio De Janeiro, Brazil, where he is a consulting engineer with Inter-America Consultants, Inc.

Sutton is a graduate of the University of Kansas and was formerly associated with Westinghouse Electric Corporation. He was employed by the Company in 1939 as a field engineer in the transmission and distribution department. In 1943 he was assigned to system engineering, and was promoted to engineer specialist in 1950. In 1956 he was named superintendent of relaying and communications.

A registered professional engineer in Texas, Sutton is a fellow of the Institute of Electrical and Electronic Engineers, and has served that organization as chairman of the subcommittee on relaying practices. He is a member of Sigma Tau, Tau Beta Pi, and Conference International des Grands Reseaux Electrique.

He and his wife have one child, Mrs. Louise McGaughey of Lufkin.



**Joseph W. McMinn, Jr.**

**Joseph W. McMinn, Jr.**, Beaumont Service Center Appliance Repair Department foreman, retired August 1 after some 44 years service to the Company.

Mr. McMinn, a native of Jacksonville, Tex., joined the Company in 1929 as a Beaumont Garage office clerk. He was transferred to Port Arthur in 1933 as a sales clerk and returned to Beaumont in 1934 as a clerk in the Repair Department. He was assigned to the Appliance Repair Department in 1939, promoted to Building and Grounds maintenance foreman and then promoted to Appliance Repair foreman in July, 1968.

Married to the former Ruby Mae Collier, Mr. McMinn attended school in Port Neches and later completed numerous correspondence courses. He has a son, David, who is an electronics teacher at Port Arthur College.

When asked what his retirement plans included, Mr. McMinn had a one-word reply: "RETIRE".



**William M. Goff**

**William M. Goff**, Baton Rouge supervisor of area development, retired August 1. He had served the Company for 38 years.

Mr. Goff was employed in 1935 and served as bus operator, railway clerk, residential and commercial salesman, and served for many years as supervisor of Baton Rouge's residential sales. He held the position of area development supervisor at retirement.

He has long been active in civic affairs in the Baton Rouge area.



# LITTER IS A NATIONAL DISGRACE. SO ARE THE PEOPLE WHO LITTER.



**L**ITTER is a slap in America's face. And most of us do litter, at least a little. Usually, we don't get caught . . . so usually, the only thing to keep us *from* littering is our own conscience.

Would we litter in our own front yard? Would we care if someone else did? Think about it.

And strangely enough, we often

litter with the things we need and appreciate most. Like non-returnable bottles and cans, and other packages that were made for our own convenience.

Just because our way of life and economy are geared to these convenience packages, doesn't mean we can't be civilized in how we use them. We *aren't* all slobs.

So . . . come on . . . Pitch In!







## NEWS FROM -

If you have any story you think is interesting and would like to see in PLAIN TALKS, just contact the reporter nearest you, and he (or she) will see that it gets to the editor. A complete list of the reporters and their location can be found on the first page of each Coffee Cup section.

Welcome home from the hospital to Odette LaCombe, wife of Lafayette Residential Sales Representative Horace LaCombe. Odette recently underwent surgery, but is feeling better and on the road to recovery. (from **Bobbie Denais**)



Lenelle Juban, Denham Springs local office clerk, recently took a third place trophy in the Powder Puff division of a motorcycle Enduro race in Picayune, Miss. The race consisted of 60.5 miles through rough Mississippi terrain, with some 350 men and women entered in the Enduro. (from **Lenelle Juban**)



Miss Sheila Sue Saxon became the June 8 bride of Mr. Darrell Wilton Bush at the Hillcrest Baptist Church in Nederland. Sheila is the daughter of Jack Saxon, Port Arthur commercial sales representative. (from **the Editor**)

The answer to the puzzle (p. 11) in the July issue of Plain Talks: a whale!



### REPORTERS

If you have any news for "Plain Talks," simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the editor.

**BATON ROUGE:** Margie Force (T&D), T. Boone Chaney (T&D), Melanie Hima (T&D), Charles L. Miller (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), Beverly Hull (Gas), Opal Temple (Acet.), Robert Graves (T&D), Susan Wilks, Kelton Whitehead.

**BEAUMONT:** Bill Toups (S.C.), Barbara Lindsey, Carolyn Motl (T&D), Ann Ogden, Edy Mathews, Linda Marks.

**CALVERT:** Janis E. Wilganowski.

**CLEVELAND:** Pat Jones, Edd Mitchell.

**CONROE:** Frances Elliot, Bobbie Burke.

**DENHAM SPRINGS:** Lenelle Juban.

**GONZALES:** Billy Fortenberry.

**HUNTSVILLE:** Karen Morley.

**JENNINGS:** Earl Mayfield.

**LAFAYETTE:** Bobbie Denais.

**LAKE CHARLES:** Johnnie Harris (T&D), Janet Falloway.

**LA. STATION:** Leslie Jeansonne.

**MADISONVILLE:** Wanda H. Tinsley.

**NAVASOTA:** Betty Dickschat.

**NECHES STATION:** Gene Russell, Hazel Higginbotham.

**NELSON STATION:** Martha Caldwell.

**ORANGE:** Davis Snider.

**PORT ALLEN:** Adele Vavasseur.

**PORT ARTHUR:** Sue Williams, Lorraine Dunham (S.C.)

**SABINE STATION:** Kathleen Fuller.

**SILSBEE:** Maxine Bell.

**SULPHUR:** Pearl Darbonne.

**WILLOW GLEN:** Dora Landache, James Veatch.

**WOODVILLE:** Alene Waggoner.

**ZACHARY:** Myra Kirby.

*(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)*





A retirement party was held June 8 on the 20th floor of the Beaumont office for H. J. (Howdy) Sutton—Beaumont consulting engineer. Vice President S. L. Adams presented Howdy with a retirement gift for his 34 years of service to the Company. Looking on are Howdy's two grandsons, his wife Dorothy (second from left) and his daughter, Louise. (from the Editor)



Pictured is Chantelle Renee Melancon, age 2, daughter of Mr. and Mrs. John Doyle Melancon (Lafayette T & D Line Department). Chantelle was chosen first runner-up in the annual Spring Parade of Tots baby contest held by the Zeta Kappa Chapter of Beta Sigma Phi in Breaux Bridge, La. (from Bobbie Denais)



Conroe Home Service Advisors Debbie Zemanek (left) and Emily Fleming gave a June 26 demonstration in the Conroe auditorium. The purpose was to acquaint all Conroe and Huntsville employees and their spouses with the technique of barbecuing electrically. Some 90 people attended, seeing small appliances that can be used for barbecues. Also shown were barbecue grills, smokers and ice cream freezers. The result: a huge success for all! (from the Editor)



These young ladies from Port Arthur recently took their bosses to executive night in Houston for the South Texas Home Economists in Business. From left to right are Jim Stelly sales superintendent, Sue Williams, Marianne Nelson, and Kathleen Peters—home service advisors and Tom Clark, sales supervisor. (From Sue Williams)



On Saturday, June 23, Frank Robinson (Huntsville district superintendent) was working on his farm when he noticed his brown cow getting ready to give birth to her first calf. In his usual calm manner, Frank panicked when he noticed she was having trouble. So he called the best cow doctors he knew — Huntsville Servicemen Cotton Kaltwassen and John Flynt. They, too, panicked when the cow developed more problems, so they called in an expert-Residential Salesman Jerry McHam, who worked for a local vet before coming to the Company. There were some anxious moments, but 45 minutes later, "Jerry-John" weighed in at a healthy 40 pounds. The calf was fondly named after Jerry McHam, obstetrician and John Flynt, assistant. The Huntsville office is proud to report that mother, baby and grandfather are doing fine. In lieu of cigars, the next morning Frank handed out Cokes and Mr. Pibbs in celebration. (from **Karen Morley**)



Jim Minner's "pork chop" beard was judged "Best Jubilee Beard" during Port Arthur's recent 75th Anniversary celebration. The "Brothers of the Bush" thought Jim's beard resembled the style as worn by Arthur Stilwell, founder of Port Arthur. Jim is service supervisor in Port Arthur. (from **Loraine Dunham**)



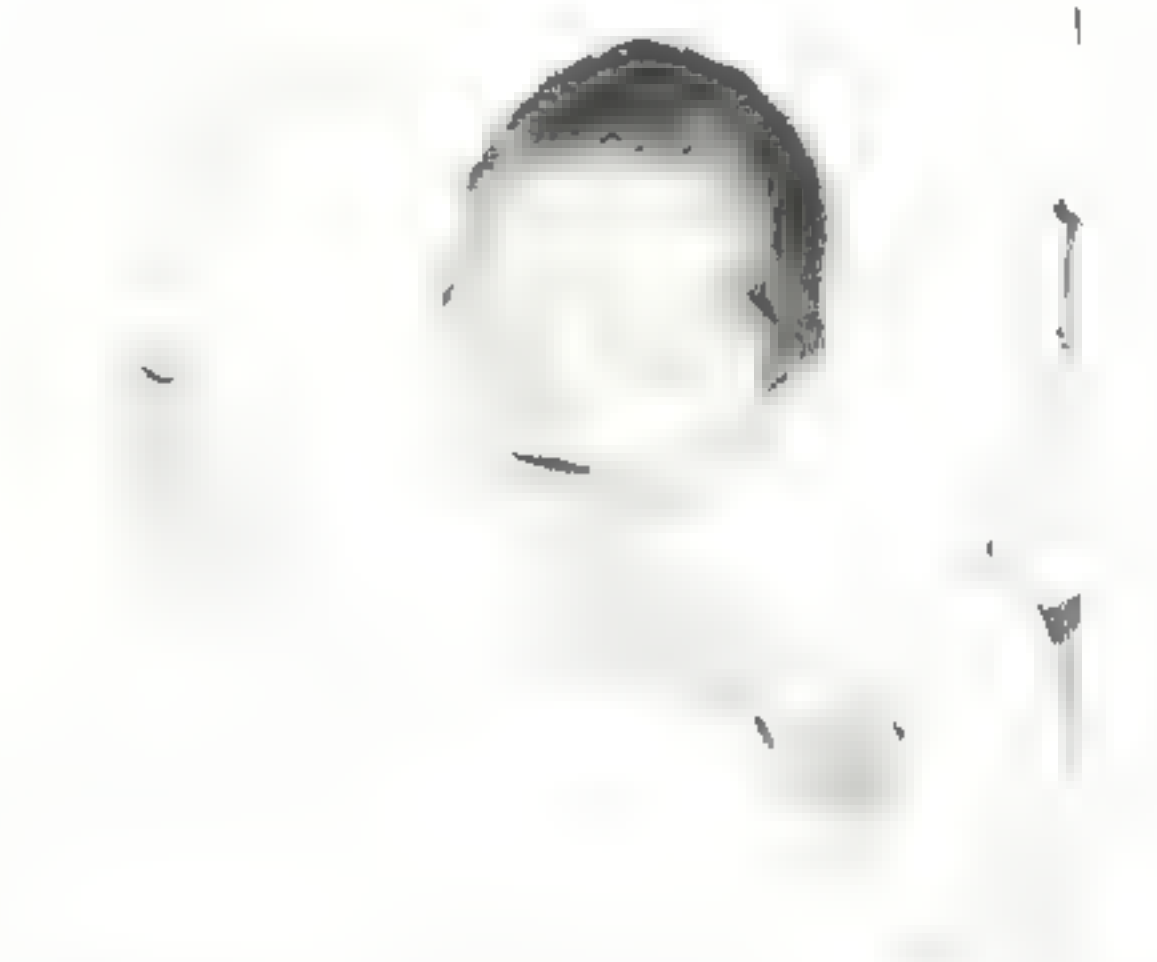
Mother Carol Ann Bryant proudly displays her twin boys born on June 9 at Calcasieu-Cameron Hospital in Sulphur, La. David Lee (5 lbs. 10½ ozs.) is on the right and Larry Wayne (5 lbs. 1 oz.) is on the left. The happy father is Braxford (Sonny) Bryant, Jr., electrician 1st class at Nelson Station. (from **Martha Caldwell**)



Vickie Anne Misuraca was recently voted "Most Courteous Girl" at Greenbriar Elementary School in Baton Rouge. She is the daughter of Vince Misuraca, Baton Rouge T & D party chief. (from **Susan Wilks**)



This is Kathleen Seigler, daughter of A. M. Seigler-Navasota line foreman. Kathleen was valedictorian of her 1973 graduating class at Navasota High School, posting a 96.434 average. Some of her many honors and distinctions during high school included National Honor Society member for two years, Student Council member for four years, a four year band member and four year member of the Future Teacher's Association. (from **Betty Dickschat**)



Congrats to Lafayette Commercial Sales Representative Bert Duhon and wife, Maxine on the birth of their daughter, Jody. She was born March 26 and weighed 6 lbs. 10½ ozs. (from **Bobbie Denais**)

May 19 marked the birth of 8 lb. 13 oz. Shannon Dean Taylor, grandson of Doris Nash, Trinity local office clerk. Congratulations to the mother and grandmother. (from **Karen Morley**)

Bobby Hoke, Huntsville serviceman, became the proud father of a third daughter on June 29. Her name is Susan Michele, and she weighed 7 lbs. 14 ozs. at birth. Maybe the next one will be a Bobby Hoke, Jr. (from **Karen Morley**)

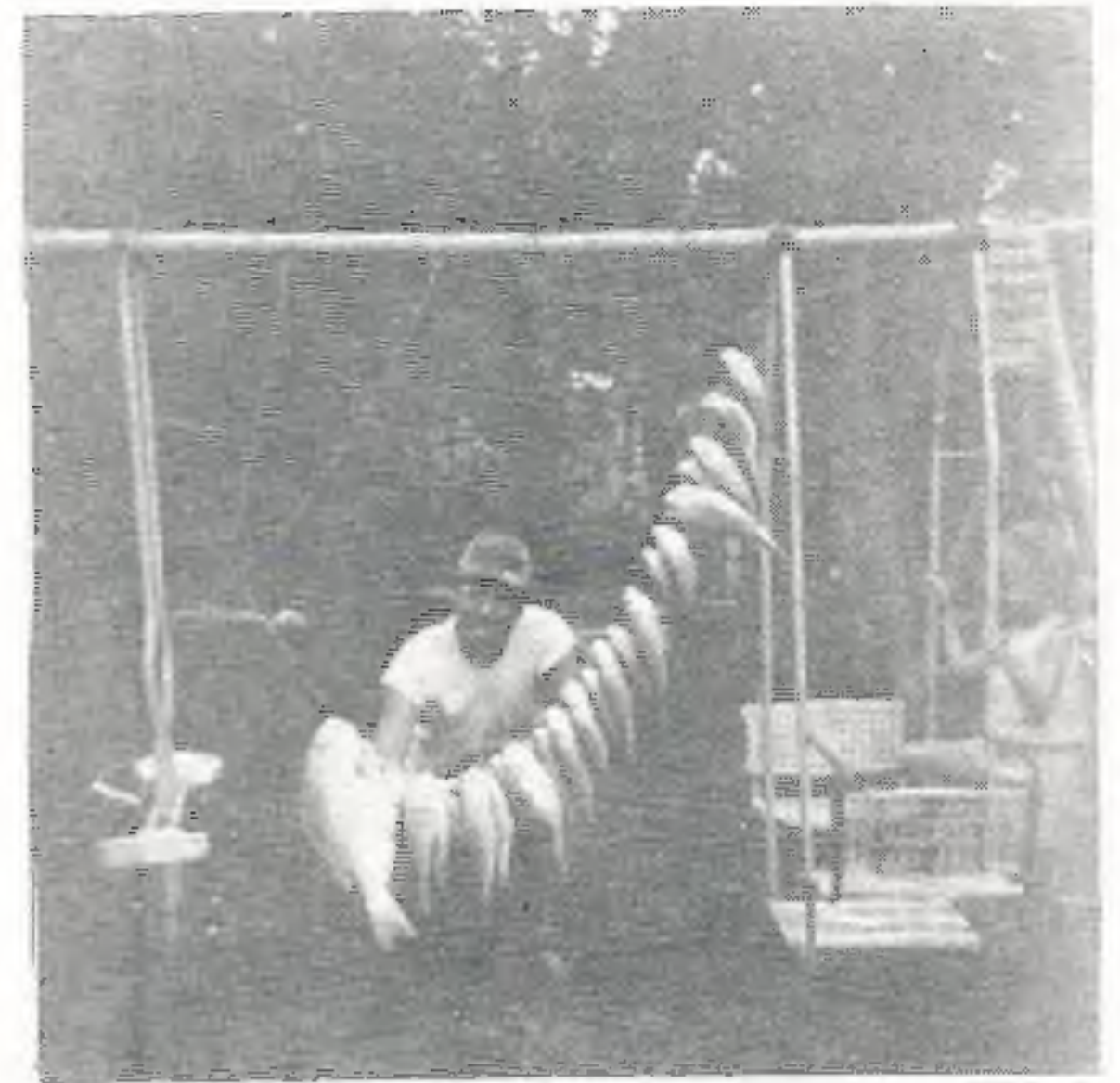




Young Abe???? No, it's not a picture of Abraham Lincoln, but the resemblance is striking. The past Port Arthur Diamond Jubilee beard grown by Lester Boudreaux (Port Arthur serviceman-first class) did receive many double-takes. (from **Lorraine Dunham**)



Fabien J. Daigle, Baton Rouge Substation Department foreman, was nicknamed "Pistol" many years ago by fellow employees. He's lived up to the name, as he's pictured with both hands "loaded." Happily sharing Grandpa's attentions are Christopher and Melissa Debendictis, born May 3. The twins are his first grandchildren. (from **Melanie Hima**)



This string of red snapper was caught by Tom Norris, Beaumont senior engineering assistant. They were caught from the boat Sunrise III out of Cameron, La. (from **the Editor**)



Here lies 300 pounds of red snapper recently caught in the Gulf about 25 miles south of Cameron, La. Members of the successful joint venture were (l. to r.) Jack Bass, Lake Charles commercial sales representative, Claudia Doucet and husband Fred Doucet, electrician at Nelson Station. (from **Jack Bass**)



This 34-pound catfish was caught by John Window, master repairman at Nelson Station. It was taken in the Calcasieu River at Kinder, La. near John's camp. (from **Martha Caldwell**)



Cathy Atkinson, a ninth grader at Park Forest High School and daughter of E. E. Atkinson (control operations foreman - Willow Glen) was recently presented a plaque for maintaining all "A's" the last three class years. Cathy was copy editor for the school yearbook, a member of the Beta Club and FHA chapter, and was elected "Most Intelligent" by her ninth grade class. (from **Dora Landaiche**)





**Welcome  
Aboard!**

## **SYSTEM DEPARTMENTS**

### **System Engineering**

DeLaRosa, Ruben, Beaumont, Engr Helper - Sys Eng Des/  
Rel Des

### **BEAUMONT DIVISION**

#### **Production**

Maddox, Gene D., Beaumont, Laborer I - Neches Sta

### **PORT ARTHUR DIVISION**

#### **Production**

Terry, Darrell W., Bridge City, Laborer I - Sabine Sta

#### **Distribution**

Pellerin, Paul R., Port Arthur, Garage Mechanic 3rd Class  
- T&D

### **WESTERN DIVISION**

#### **Distribution**

Dinnigan, John E., Conroe, Laborer I - T&D (Line)  
Rosamond, Sandra F., Conroe, Dept Clerk - T&D (Eng)

#### **Treasury**

Martin, Virginia F., Conroe, Clerk - Cust Acctg  
Mayrant, Susan W., Huntsville, Local Office Clerk  
Smith, Cynthia E., New Caney, Local Office Clerk  
Lucus, Lyndon R., New Caney, Meter Reader

### **BATON ROUGE DIVISION**

#### **Production**

Thibodeaux, Randy A., Baton Rouge, Equipment Operator -  
W/Glen Sta  
Goudeau, Richard W., Baton Rouge, Equipment Operator -  
W/Glen Sta  
McBride, Patrick G., Baton Rouge, Equipment Operator -  
W/Glen Sta  
Breaud, Roy A., Jr., Baton Rouge, Equipment Operator -  
W/Glen Sta  
Holliday, Henry G., Baton Rouge, Laborer I - La Sta  
Duplechin, Gerald J., Baton Rouge, Laborer I - La Sta  
Kelly, John D., Baton Rouge, Laborer I - La Sta

#### **Distribution**

Phelps, Lisa P., Baton Rouge, Stenographer - T&D (Eng)

#### **Treasury**

Polite, Webb J., Jr., Baton Rouge, Laborer I - Storeroom  
Gordon, Johnny R., Baton Rouge, Meter Reader  
Lefeaux, Linda G., Baton Rouge, Clerk - Cust Acctg  
Mouton, Polo P., Zachary, Meter Reader

### **LAKE CHARLES DIVISION**

#### **Distribution**

Belvin, Billie R., Lake Charles, Dept Clerk - T&D (Garage)

#### **Treasury**

Johnson, Jeanie F., Lake Charles, Clerk - Cust Acctg

### **MANAGEMENT EMPLOYEES**

Maxey, William D., Beaumont, Admn Acct - Sys Treas/  
Acctg-Order Proc  
Guidry, David E., Beaumont, Admn Acct - Sys Treas/  
Acctg Oprns-Plant  
Kramer, Gary N., Beaumont, Admn Acct - Sys Treas/  
Acctg Oprns-Sys Bill  
Klement, Lynn J., Beaumont, Student Engr - Sys Prod

### **PART-TIME EMPLOYEES**

Maines, John B., Beaumont, Dept Clerk - IDS/Recds  
Dorrell, Larry D., Beaumont, Dept Clerk - IDS/Recds-  
Dupl-Mail Rm  
Gonzales, Juan J., Beaumont, Dept Clerk - IDS/Recds-  
Dupl-Mail Rm

### **SUMMER EMPLOYEES**

\*Krabbe, Marsha A., Beaumont, Analyst Assistant - Rate  
Dept  
\*Pressler, Norman W., Baton Rouge, Environmental Techn  
- Pwr Plant Constr  
\*Changed from Part-time employee



# Easing The Crisis In Food Prices



Mildred Tribble, Director of Home Services, is presently very much involved in the Consumer Information Program at Gulf States. As such, she is contributing to the current consumer information advertising which appears in local newspapers and she serves as a consultant on the television commercials which are appearing regularly. Mildred is a graduate of Texas Womens University and holds a Master's degree from Louisiana State University in Home Economics with emphasis in Home Management-Family Life.

From the check-out counter at the super market to family discussions around the dinner table, conversation focuses on the cost of food. Frequently homemakers wonder if there is anything they can do about it. Home Service Advisors at Gulf States Utilities Company say there is. A slide presentation and an illustrated handbook both titled "Easing the Crisis in Food Prices" which were prepared by the Home Economics Department at Whirlpool Corporation are being used in meetings to emphasize ways of coping with rising food costs.

Home Service Advisors are constantly associated with food—how it's stored, how it's prepared. And because of their interest in electric refrigerators, food freezers and electric ranges, they can provide knowledgeable help in how to handle food beyond the point of purchase. They are aware, too, of the changes in cooking habits due to

the use of convenience foods, frozen foods and the year-round availability of fresh fruits and vegetables. Also they know the problems encountered by food producers and processors which have increased their costs. By combining information from many sources, they have prepared some suggestions for "Easing the Crisis in Food Prices."

Have you ever thought what doing something about the family food bills means in the budget? Well, the average family of 4 spends \$1,856 per year for food. Over a lifetime that's about \$100,000. Some credit experts believe it is possible to trim 10 to 15 percent off food bills by being a smart consumer. Does \$10,000 to \$15,000 seem worth the effort?

Where do you begin? Food dollar stretchers include:

- Plan how much money to spend
- Plan what you will buy
- Be a smart shopper
- Keep foods at their best

## I. Plan How Much Money To Spend

If you have never done this, start with your total take-home pay figures. Estimate an amount for food you think adequate—20 percent of fixed income is considered average. Once you have set an amount, stick to it! Determine a fair budget for meals away from home, too. Perhaps more meals at home or more packed lunches will contribute to the total savings.

After you have decided on the "allotted figure," the key to success is to stay within it and avoid impulse buying. Of course, you will never know if you are staying within the amount unless you keep good records. Establish a home office for your planning. Provide yourself the basics: table or desk, chair, files, pencils, bulletin board and perhaps a clock and telephone. Let the family know it is your area.

## II. Then Plan What You Will Buy

Plan one week at a time. Count the number of meals the family will have at home for the week. Then plan the breakfasts and begin the shopping list with the items you'll have to buy. Next, think about the main meal for each of the days, then fill other foods around that. A real "stretcher" is to make one main course work for two meals with "planovers" for lunch the next day, or the second day's main course. Use newspaper ads to plan "specials" into the meals.

Finally, plan the remaining luncheon for the week and plan for family snacks and extras. Add all this to your shopping list. This should be a written shopping list and here's why we think one is valuable.

- Saves extra trips to the store
  - Makes your cooking job easier
  - Helps you use advertised specials
  - Spares you costly impulse buying
- Of course, meals must be nutritious and should include the Basic 4 Foods every day.

## III. To Be A Smart Shopper

Plan to make one shopping trip for the week. Decide which day is best to shop. To help you decide when prices are best, check radio, television, newspaper and discuss it with friends. Watch for unadvertised specials while you are in the store. Check your list and substitute. Other shopping tips that help, too, are the following:

- Buy the largest size you can conveniently use.
- Buy as good quality as you need, but not better. (Don't put fancy tomatoes in spaghetti sauce.)
- Don't go shopping when you are hungry or tired.
- Be a coupon user.
- Limit your supermarket purchases to food.
- Paper goods, cosmetics, etc. may be better priced somewhere else.
- Consider private brands as well as name brands.

No place consumes as much of the food dollar as the meat department. Meat buying is the biggest problem. It's costly and most buyers know less about meat.

Next month's issue of **Plain Talks** will present helps on meat selection along with a detailed discussion of the fourth food dollar stretcher, **Keep Foods At Their Best**. In the meantime, if you would like to obtain a copy of the booklet "Easing the Crisis in Food Prices" complete the form below and mail.

### MAIL TO:

Director-Home Services  
11th Floor  
Gulf States Utilities Co.  
P. O. Box 2951  
Beaumont, Texas 77704

PLEASE SEND ME THE  
"Easing the Crisis In  
Food Prices"

Name \_\_\_\_\_

Street & No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

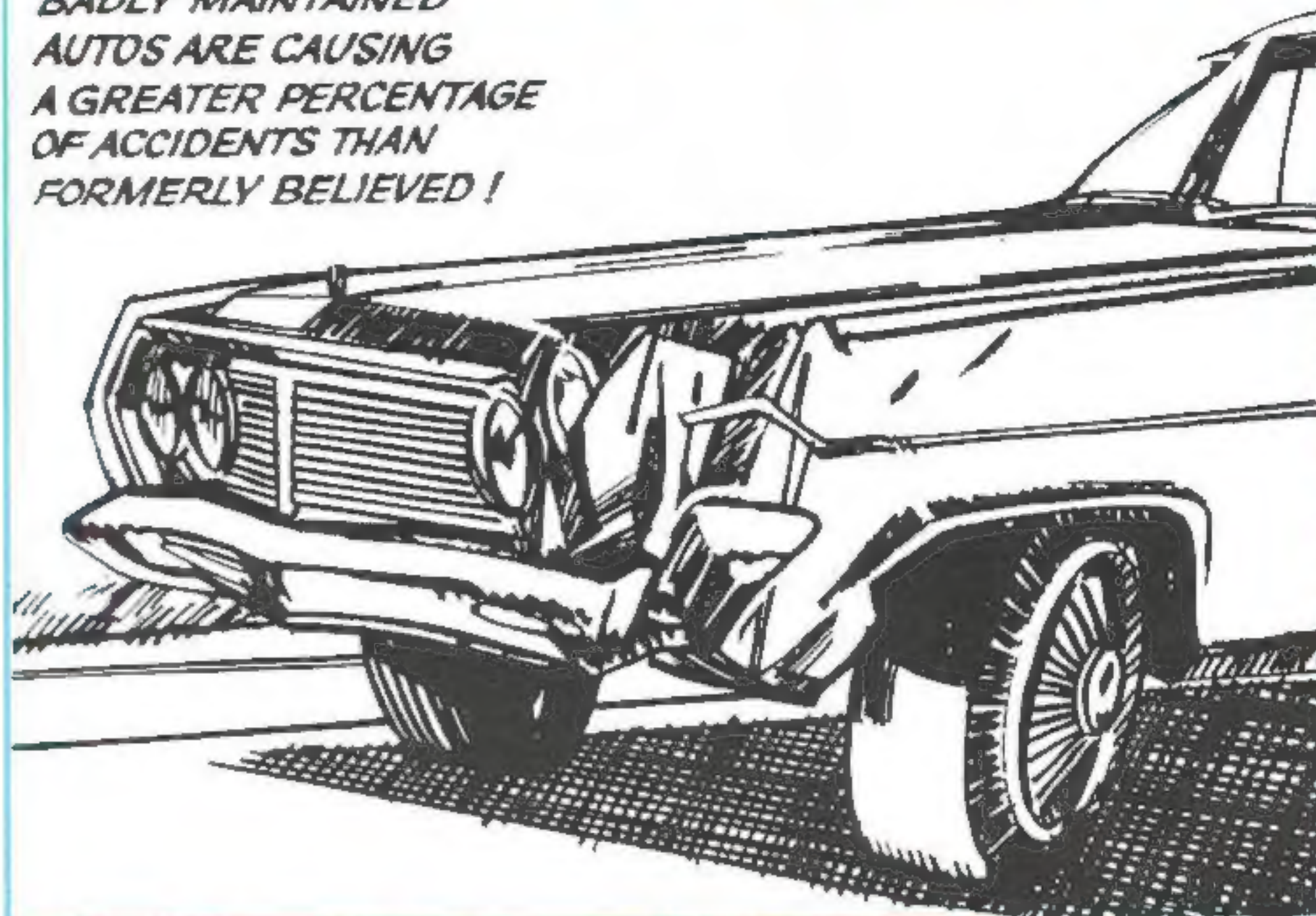
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AUTOS ARE CAUSING  
A GREATER PERCENTAGE  
OF ACCIDENTS THAN  
FORMERLY BELIEVED !**



**THE SAFE DRIVER HAS HIS  
CAR SAFETY-CHECKED  
REGULARLY, EVEN IF HIS  
STATE REQUIRES MOTOR  
VEHICLE INSPECTION ONCE  
OR TWICE A YEAR !**



**KEY SAFETY CHECKPOINTS  
INCLUDE BRAKES, LIGHTS,  
TURN SIGNALS, STEERING,  
SUSPENSION, TIRES,  
EXHAUST SYSTEM, GLASS,  
WIPERS, WASHERS,  
DEFROSTERS, MIRRORS,  
HORN, DOOR LOCKS AND  
SEAT BELTS.**

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BEAUMONT, TEXAS

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